

Message Text

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20

ACTION EUR-12

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R 101441Z OCT 75
FM AMEMBASSY MOSCOW
TO USDOC WASHDC
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AMEMBASSY PRAGUE
AMEMBASSY VIENNA
AMEMBASSY WARSAW

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USDOC FOR BEWT/TPD THOMPSON

PRAGUE FOR ECON/COMM FARRAND

VIENNA FOR EWTC/MARTIN

WARSAW FOR TDTIO/HERTZBERG

E.O. 11652 N/A

TAGS: BEXP, UR

SUBJ: PIPELINE 75 - FINAL REPORT

1. FINAL REPORT FOR OIL AND GAS PIPELINE '75 EXHIBIT/SEMINAR
AS OF COB OCTOBER 10, 1975. FORMAT FOLLOWS:

1. PIPELINE '75, JEEP
2. U.S. COMMERCIAL OFFICE MOSCOW
OCTOBE 7-9, 1975
3. AGENTS APPOINTED 1, UNDER NEGOTIATION -0-
4. FOLLOR SALES: 20,000 U.S. DOLLARS
12 MONTH PROJECTION 8,880,000 U.S. DOLLARS
5. NUMBER OF REGISTERED VISITORS: -0-
FOLLOWING IS BREAKDOWN OF ATTENDANCE DURING LECTURES:

7 OCTOBER A.M. (MCDONNELL-DOUGLAS) 28

7 OCTOBER P.M. (WELT INTERNATIONAL) 24

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7 OCTOBER P.M. (P.M.C./BETA) 14

8 OCTOBER A.M. (CAMERON IRON WORKS)	30
8 OCTOBER P.M. (AMB/TUBOSCOPE)	48
9 OCTOBER A.M. (P.A. INTERNATIONAL)	12
9 OCTOBER A.M. (MID-CONTINENT)	16
9 OCTOBER P.M. (NAPKO)	15
TOTAL	187

ABOVE FIGURES REPRESENT SEMINAR VISITORS ONLY.

SOVIET BUYING OFFICIALS HELD MEETINGS AT USCOMOFF WITH SEVERAL EXHIBITORS DURING LECTURE PERIOD. NO ATTEMPT WAS MADE TO KEEP DOOR COUNT. APPROXIMATELY 85 SOVIET GUESTS ATTENDED RECEPTION AT USCOMOFF ON OCTOBER 6 IN HONOR OF PARTICIPATING COMPANIES.

6. NOTEWORTHY RESULTS: PMC/BETA HAD FLOOR SALES OF 20,000 US DOLLARS (ONLY FIRM WITH SALEABLE MERCHANDISE) AND PROJECTED FIRST YEAR SALES AT 4 MILLIN U.S. DOLLARS (CLEARED FOR PUBLICATION). L.W. GLOVER, CRYO-ANCHOR PROGRAM MANAGER FOR MCDONNELL DOUGLAS ASTRONAUTICS COMPANY, STATED QUOTE THE SHOW WAS WELL DESIGNED TO ATTRACT ATTENTION TO OUR PRODUCT IN THE MOST LIKELY AREA OF APPLICATION IN THE USSR. THE U.S. COMMERCIAL OFFICE WAS VERY HELPFUL IN ASSISTING US BOTH BEFORE AND DURING THE SHOW. WE BELIEVE THIS HAS BEEN A VERY GOOD INITIAL EXPOSURE AND ARE HOPEFUL THERE WILL BE FOLLOW-UP INQUIRIES THAT WILL ULTIMATELY RESULT IN SALES. UNQUOTE (CLEARED FOR PUBLICATION AFTER CONSULTATION WITH FIRM.) P.A. INTERNATIONAL EXPECTS 800,000 U.S. DOLLARS IN NEXT 12 MONTHS AS DIRECT RESULT OF PIPELINE 75. W. BIRDWELL, VICE PRESIDENT SAID QUOTE EXCELLENT JOB BY U.S. COMMERCIAL OFFICE STAFF. THEY WENT OUT OF THEIR WAY TO BE HELPFUL UNQUOTE. (CLEARED FOR PUBLICATIN.)

7. TOTAL NUMBER OF EXHIBITORS: 8 PA'S FOR 8 COMPANIES.

A. NEW-TO-EXPORT: 1

B. NEW-TO-MARKET: 5

C. OLD-TO-MARKET: 2

D. FULLY ACHIEVING MARKET OBJECTIVE: 6

E. PARTIALLY ACHIEVING MARKET OBJECTIVE: 2

F. FAILING TO ACHIEVE MARKET OBJECTIVE: -0-

G. NUMBER OF EXHIBITORS WITH REPRESENTATIVES ATTENDING
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FROM U.S.: 10 AMERICANS FROM 5 COMPANIES.

8. COMMENTS: EXHIBITORS SOMEWHAT DISAPPOINTED WITH ATTENDANCE. MARCH OIL AND GAS JEEP DREW 318 VISITORS FOR LECTURES. PIPELINE THEME WAS MUCH NARROWER AND PERHAPS EXPLAINS FEWER VISITORS. AS BEFORE, STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY WAS UNOFFICIAL SPONSOR FOR THIS EVENT. USCOMOFF, HOWEVER, DISTRIBUTED OVER 350 INVITATION TICKETS TO

KEY MINISTRIES AND ORGANIZATIONS IN OIL AND GAS INDUSTRY.
THERE WERE NO PROBLEMS WITH FRIEGHT OR PRINTING. THREE FIRMS
DID BRING 60 CYCLE EQUIPMENT WHICH DID NOT OPERATE WELL.
ON FIRM BROUGHT VTR (VIDEO TAPE RECORDER) WHICH WOULD NOT WORK
ON 50 CYCLE CURRENT. USCOMOFF HAD TO LOCATE LOCAL JAPANESE
FIRM TO BORROW ONLY AVAILABLE MACHINE IN TOWN. BEWT/TPD
SHOULD CAREFULLY REVIEW PRODUCT CHARACTICS SHEET BEFORE
ACCEPTING PARTICIPATION AGREEMENT. OTHER THAN TIHIS SMALL
PROBLEM, EXHIBIT RAN SMOOTHLY. ON FIRM EXPERIENCED VISA
PROBLEM BUT THIS WAS SOLVED AT LAST MINUTE. USCOMOFF
CONSIDERS PIPELINE 75 VERY SUCCESSFUL EVENT. EXHIBITORS
WERE PLEASED WITH THE EXPOSURE GAINED AND SHOULD BE ABLE TO
CAPITALIZE ON CONTACTS FOR SUBSTANTIAL FUTURE BUSINESS.
SEVERAL FIRMS PLAN TO HOLD PRIVATE EVENTS IN COMMERCIAL OFFICE
DURING COMING YEAR.
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